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The Olsen twins, Ashley and Mary-Kate, shown in their movie It Takes Two, are big business.

Olsen twins sign book deal

Publisher shipping 250,000 copies of first two books in series of 14

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LOS ANGELES – While most other nine-year-olds are discovering the joys of reading, television's Olsen twins have gone several steps further by signing a 14-book publishing deal.

Mary-Kate and Ashley Olsen, who shot to prominence as the button-nosed stars of the sitcom *Full House*, struck the deal with the publishing house that handles the best-selling *Goosebumps* series, the twins' representatives said yesterday.

Parachute Press will produce and publish a series of paperback mysteries based on the twins' home video series *The Adventures of Mary-Kate & Ashley* and *You're Invited To Mary Kate & Ashley's.*

The books, aimed at seven- to nine-year-olds, start rolling out this week with *The Case of the Sea World* Adventure and *The Case of the Mystery Cruise*, both priced at $3.99 (U.S.). Initial shipments are 250,000 for each title.

Additional books will be published every other month and marketed by Scholastic, the largest distributor of children's books in the United States.

Terms were not disclosed in a statement, although the twins' attorney, Robert Thorne of Loeb & Loeb, said in an interview "the guarantees are significant."

The books will fill a gap in the market for young girls, but they also will be aimed at boys who make up 40 per cent of the twins' fan base, he added.

According to Billboard magazine, the twins had four of the top 25 children's videos in 1995, and only Disney released more children's videos than their Dualstar production company.

Full House screened on ABC for eight seasons and the twins' representatives are considering plans for a new TV series to complement their feature film and video career. ✹

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